THE TOBACCO INSTITUTE, INC.
1875 I STREET, NORTHWEST / WASHINGTON, D.C. 20006 / 202-296-8134

HORACE R. KORNEGAY
President

July 10, 1973

Mr. Jules Braun
Dale System Incorporated
200 Garden City Plaza
Garden City, New York 11530

Dear Mr. Braun:

The Tobacco Institute is interested in entering into a contract with Dale System Incorporated for the pick-up of cigarettes for testing under the same terms and conditions as the contract previously entered into between Dale System Incorporated and the Federal Trade Commission for this purpose (a copy of which is attached). The Tobacco Institute expects that each time that Dale picks up one or more packages of a variety of cigarettes for the FTC, Dale will pick up an identical number of packages of the same variety at the same time and place for The Tobacco Institute, and Dale will forward these cigarettes to the Tobacco Institute Testing Laboratory, Suite 1655, 5454 Wisconsin Avenue, N.W., Washington, D. C. 20015 in the same manner that Dale forwards cigarettes to the FTC.

In return for these services to be performed by Dale, the Tobacco Institute shall pay to Dale the sum of $7,480.00 as a service charge for the next two market sample pick-ups (one expected to take place in August 1973, and the next to take place approximately six months after that date), plus the cost of the cigarettes picked up pursuant to instructions by the FTC, postage, packaging and any other expenses authorized by the FTC for the pick-up of its cigarettes. Payment will be made by The Tobacco Institute to Dale under this contract promptly after submission by Dale to The Tobacco Institute of a detailed itemization of costs and expenses incurred in the cigarette pick-up, and notification that payment has been made by the FTC to Dale under the Commission's contract with Dale.

Source: https://www.industrydocuments.ucsf.edu/docs/shvl0001

If the terms of this proposal are acceptable to Dale, please sign the enclosed copy of this letter and return it to me.

Very truly yours,

Horace R. Kornegay
President
The Tobacco Institute, Inc.

Date: July 10, 1973

Dale System Incorporated

Date: 7-19-73

Source: https://www.industrydocuments.ucsf.edu/docs/shvl0001